

AN ANALYSIS OF ECONOMIC PERIODICALS PUBLISHED BY STATE EXTENSION SERVICES^{1/}

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The value of this study lies in the fact that it is a positive step toward a better understanding of the economic periodicals published by the State extension services, and not in the exact results it reveals. Because of the inadequacy of information gathered so far, because of incomplete returns of some questionnaires and the limited number of issues of the periodicals available for study, the accuracy of this analysis will not warrant drawing conclusions with finality.

A casual survey of the economic periodicals published by extension services in the various States is sufficient to reveal a large number of such publications and a more careful examination discloses much that is of outstanding quality. The good qualities of one periodical often are not the same as those of another.

Forty-one economic periodicals are included in this study. Undoubtedly others should have been included, but copies have not been received in the Federal office, or information regarding them is insufficient. The 41 periodicals studied are published in 26 States. The other 22 States do not publish economic periodicals, or at least we do not have any indication that they do. The economists indicate that each periodical published is needed and useful. It is significant that 7 of the 12 Northeastern States do not publish economic periodicals, 8 of the 13 Southern States, 6 of the 11 Western States, but only 2 of the 12 North Central States do not.

In several cases, it seems that instead of the State extension services issuing a separate economic periodical, extension economists are contributing to publications sponsored by other groups, are assuming joint responsibility with the State college or experiment station for the purpose of issuing periodicals or are including their economic information in a broader, more general publication. Consequently, the 41 economic periodicals referred to cannot be assumed to be all the economic literature released by the State extension services.

The survey revealed that since the second World War started, so many demands have been made on the time of State extension economists that at least 3 economic periodicals have been discontinued -- one each in Alabama, Connecticut and Texas -- and others possibly have been discontinued also, of which we have not been informed. Increased requirements in connection with the emergency programs have caused several delays in publication or have resulted in fewer issues. In Alabama and Texas persons who formerly had charge of periodicals were called into the armed services. After conditions get back to normal, it would seem that there will be a revival of the discontinued periodicals, and additional ones will probably be published.

Only 34 of the 41 economic periodicals were mentioned in the plans of work. For many of these 34, the plans were not complete and explicit, only an indication that the periodical would be published. In several cases, no time was allotted in the calendar of work for getting out economic periodicals, although

^{1/} Based on an examination of periodicals and of other material received from the State Extension Services in reply to a questionnaire-type survey.

such publications obviously require quite a bit of time.

Of the 41 economic periodicals published, 33 are issued regularly; 17 are printed; 22, mimeographed; and 2, multilithed. Twenty-four are issued monthly; 6 weekly; 4, three to four times a year; and 7, at other periods, more or less irregularly. The number of issues a year was determined by inspection of copies of the periodical received in the Federal office or in the USDA Library, and in many cases the number of copies on hand was not sufficient to make accurate generalization.

The page size most often used in these publications was $8\frac{1}{2}$ by 11 inches. Twenty-five of the 41 periodicals were of this size, 10 were 6 by 9 inches, 2 were 9 by 12 inches, and 4 were of other page sizes. Twelve of the periodicals consisted of 2 pages; 22, of 2 to 8 pages; and 7, of 10 to 48 pages. The number of pages in different issues varied extensively, and for that reason generalization in this connection is difficult. It might suffice to say that some of the periodicals are much more imposing than others, with the variation from the smallest to the largest seemingly determined by the use for which they are intended. Thirty-five of them carry tables; 25, charts or figures; and 4, photographs.

Most of the periodicals seemed to be devoted to general economic discussion of various timely issues. Only 7 of them carried research articles to any marked extent. In 32 of the periodicals the material was largely concerning the State, whereas 9 of them carried about as much national or general material as they did State material.

The volume of circulation of these economic periodicals varies greatly. Six of them have less than 500 circulation, 5 have a circulation of 500 to 999 copies, 16 have a range from 1,000 to 4,999, and 14 range between 5,000 and 20,000. Only 12 States publish economic periodicals with a circulation of over 5,000; 7 of these are North Central States, 2 are Northeastern, 2 are Southern, and 1 is Western. These periodicals go to State and county workers and to farm leaders. Only 8 of them are circulated to farmers in general. All of them are franked except New Hampshire's Farm Pocketbook which is circulated with regular postage.

Twenty-seven of the 41 periodicals do not have editorial boards, and in only 15 of them are the articles written by a group. In 25 States the articles are written by one person, and in one case, they may be written either by a group or by one person.

STATISTICAL SUMMARY OF DATA ON ECONOMIC PERIODICALS PUBLISHED BY
STATE EXTENSION SERVICES^{1/}

States -	<u>Number</u>
Publishing -	
Economic periodicals	25
Two or more such periodicals	10
Using -	
Federal funds	22
Offset funds	8
Funds in addition to Federal or offset	19
Only funds other than Federal or offset	1
Periodicals -	
Published	41
Printed	17
Mimeographed	22
Multilithed	2
Issued -	
Monthly	24
Weekly	6
3 to 4 times a year	4
At other periods	7
Regularly	33
Irregularly	8
Having page size -	
8 $\frac{1}{2}$ by 11 inches	25
6 by 9 inches	10
9 by 12 inches	2
Other page sizes	4
Having -	
2 pages	12
2 to 8 pages	22
10 to 48 pages	7
That carry -	
Tables	35
Charts or figures	25
Photographs	4
Economic facts, largely (contrasted to research)	40
Research articles	7
State material, largely	32
About as much National as State material	9
Having -	
Less than 500 circulation	6
500 to 999 circulation	5
1,000 to 4,999 circulation	16
5,000 to 20,000 circulation	14

Periodicals -

Distributed to -

State and county workers	38
Farm leaders	37
Farmers in general	8
Franked	40
Using postage	1
Indicated as needed and useful	41
Specifically named in plans of work	34
Not mentioned in plans of work	7
Having editorial board	14
Without editorial board	27
In which articles are written by -	
A group	15
One man (1 represents both individual and group)	25
Discontinued during the war	3

1/ Based on an examination of periodicals and of other material received from the State Extension Services in reply to a questionnaire-type survey.

ECONOMIC PERIODICALS PUBLISHED BY STATE EXTENSION SERVICES

State	Name of periodical	How processed	No. issues a year	No. of pages (approx.)	Volume of circulation	Distributed to	
						State and co. workers	Farm leaders
Arkansas	Arkansas Agricultural Extension Economist	Multi.	12	4	7,396	x	x
Colorado	Highlights of the Agricultural Situation	Mimeo.	12	5	{ 1,888 Est. 4,999	x	x
Georgia	Farm Economic Briefs	Mimeo.	12	2	750	x	
Idaho	Economic Facts for Idaho Farmers	Mimeo.	12	6-8	{ 4,500 4,800	x	x
Illinois	Illinois Farm Economics Weekly Review and Farm Outlook Letter	Printed	12	12-16	5,000	x	x
		Mimeo.	52	5-6	5,000	x	x
Indiana	Economic Information for Indiana Farmers Dairy Marketing Information	Printed	12	4	7,000	x	x
		Mimeo.	12	5	425	x	x
Iowa	Iowa Farm Economist Iowa Farm Outlook Letter	Printed	12	16	{ 16,888 17,888	x	x 2/
		Mimeo.	52	2	1,250	x	x
Kansas	Kansas Agricultural Situation Weekly Trend of the Markets	Printed	12	4	9,800	x	x 2/
		Mimeo.	52	2-6	{ 1,058 1,108	x	x
Kentucky	Notes on Kentucky's Agricultural Situation Kentucky Farm Management Notes	Mimeo.	12	4	3,825	x	x
		Mimeo.	12	1-2	{ 13,888 15,888	x	x 2/
Massachusetts	Farm Economic Facts	Printed	12	4	1,000	x	x
Michigan	Agricultural Economic News	Printed	3	12-48	9,000	x	x
Minnesota	Farm Business Notes	Printed	12	4	2,300	x	x
Missouri	The Farm Outlook	Printed	12	4-8	2,500	x	x 2/

1/ Based on an examination of periodicals and of other material received from the State Extension Services in reply to a questionnaire-type survey.

2/ Also distributed to farmers in general.

ECONOMIC PERIODICALS PUBLISHED BY STATE EXTENSION SERVICES^{1/} - continued

State	Name of periodical	How proc- essed	No. issues a year	No. of pages (approx.)	Volume of circu- lation	Distributed to State and co. workers	Farm lea- ders
New Hampshire	Rural Briefs	Mimeo.	12	2	1,800	x	x
	Farm Pocketbook	Printed	12	2	3,000		x
New Mexico	Economic News for New Mexico Farmers and Ranchers	Mimeo.	6-18	10-14	1,400		x ^{2/}
New York	Farm Economics	Printed	5-7	28-40	11,500	x	x ^{2/}
	Milk Market Review	Mimeo.	12	2	266	x	x
	Marketing Information, Vegetable and Fruits	Mimeo.	Seasonal	2	300	x	x
	Poultry and Eggs	Mimeo.	24	2-4	1,500	x	x
	Food Information Service	Mimeo.	52	2-4	150	x	x
Ohio	Ohio County Agent Special Economic Digest	Mimeo.	3	6-8	225	x	x
	Timely Economic Information for Ohio Farmers	Printed	12-18	4	15,000	x	x
	Facts Series	Printed	5	4	20,000	x	x
Oregon	War-time Information Series	Multi.	52	2	500	x	x
	Market Review Abstracts	Mimeo.	12	2	1,000 Est.	x	x
	Agricultural Situation and Outlook	Printed	12	4-8	5,700	x	x
	Farm Flash for Radio Broadcast	Mimeo.	52	2	1,040	x	x
Pennsylvania	Pennsylvania Farm Economics	Printed	4-6	4-8	10,000	x	x
South Dakota	Quarterly Outlook	Mimeo.	4	6-13	400	x	x
Texas	Economic Facts and Opinions	Mimeo.	12	2-4	700	x	x
Vermont	Monthly Crop Report	Mimeo.	12	1-2	650	x	x
	Monthly Farm Price Report	Mimeo.	12	1-2	650	x	x
Virginia	Virginia Farm Economics	Printed	12	4-8	2,300	x	x
Washington	Timely Economic Information for Washington Farmers	Printed	3-4	16-24	4,000	x	x
Wisconsin	Economic Information for Wisconsin Farmers	Printed	12	4-8	7,000	x	x ^{2/}

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^{2/} Also distributed to farmers in general.